

Business Management

Business Research Project

1. Pick a large corporation that you want to research. It must be a large enough company that has been around for a number of years. The older and more established your company...the easier this project will be for you to obtain information. Your teacher must approve the company before beginning the project. Get your ideas in soon---each person must have a different company.
2. You must research the company and report information about how the business started, the history, products, and where the future of the company is going. The company's Annual Business Report (which is usually available on-line) contains financial information if you wish to include that in your report
3. Sources---You must have 6-10 different sources! You may not use only the company website. Some source ideas are listed below...
 - A. Company Website
 - B. Annual business report
 - C. Magazine articles
 - D. Newspapers
 - E. Other Internet sources
 - F. Books
 - G. Pamphlets
 - H. Brochures
 - I. Fact Sheets
4. Use in-text citations. This is a research paper and there is no room for personal opinions or beliefs. Each paragraph in the paper should be cited. Please use MLA citations and EasyBib for creating these citations.
5. You will write a 6-8 page double-spaced research paper on this company. The 6-8 pages is the main part (the body) of the research paper. The 6-8 pages DO NOT include the cover page, table of contents, appendix, and/or works cited (bibliography) pages.
6. You must include side headings in your research paper to signify the beginning of a new section. These side headings will assist you in creating your Table of Contents.

7. Your report will include all of the following in this order:
 - A. Introductory pages
 1. Cover page
 2. Table of Contents (title of section and page # the section begins on)
 - B. Body (6-8 pages)
 1. Introduction
 2. Text of report (the body)
 3. Conclusion
 - C. Supplementary Pages
 1. Appendix (if needed for charts/tables/graphs)
 2. Works Cited Page (Bibliography)
5. A successful report is attractive, concise, logically organized in sections, clearly presented, and easy to read. It also contains visual aids such as charts and graphics, which enhance the report and keep the reader's interest.
6. A proper report is not plagiarized. This means that you need to cite sources after each sentence/paragraph that is not totally your own words or ideas. Use EasyBib for your citations!
7. There will be several check points throughout the project which are worth 25 points each. These add up in a hurry, these are all or nothing checks.
8. The FINAL DRAFT must:
 - A. Be keyboarded—double-spaced
 - B. Not be plagiarized!!! Cite sources after EACH paragraph.
 - C. Contain all of the necessary pages
 - D. Have all pages numbered
 - E. Be ERROR FREE---No spelling or grammatical mistakes
9. An Oral Report will be given in addition to the written report. This oral report will be no less than 7 minutes, but no longer than 10 minutes. You will lose points if the oral report is less than 7 minutes. You must also be prepared for a 2-3 minutes question and answer period, which is not included in the 7-10 minute presentation.
10. The ORAL REPORT will include:
 - A. Introduction
 - B. Props (these may include charts, examples of products, pictures, handouts, commercial clips, and anything to enhance your presentation)
 - C. Body
 - D. Conclusion
 - E. You must be ready to answer questions about your company

DEADLINES FOR BUSINESS REPORT

OCTOBER 4

Company must be chosen and topic given to your teacher.

OCTOBER 11 AND 18 **25 POINTS**

No major deadlines, just a work in class day!

OCTOBER 23 **25 POINTS**

Sources due!!! You must bring to class every resource you plan on using in the report. Early Release Day.

NOVEMBER 1 **25 POINTS**

First Rough Draft Due!! No Plagiarism!!! Does not need to be keyboarded at this point.

NOVEMBER 8 **25 POINTS**

No major deadlines, just a work in class day!

NOVEMBER 15 **25 POINTS**

Final Rough Draft Due!! This will include not only the body—BUT all other parts as well (cover page, table of contents, works cited) Needs to be keyboarded!

NOVEMBER 22 **25 POINTS**

COMPLETE PROJECT IS DUE!!! NO IFS ANDS OR BUTS!!!

NOVEMBER 25, 26, 27

Work on Oral Report Presentations!!!

DECEMBER 2, 3, 4, 5

ORAL REPORT PRESENTATIONS!!